# LEADERSHIP

SPOTLIGHT

## THE CARBON CODE

*"What we take from the nature, we must give back to it. That balance is everything."*

Climate Deep Tech Pioneer | 25 Years of Building What's Next

ZERO CARBON ONE

# ABHINAV KAUSHAL

## FOUNDER & CEO, ZERO CARBON ONE

# BORN IN A GOVERNMENT COLONY. BUILT FOR THE FUTURE.

Some stories begin in boardrooms. Abhinav Kaushal's began in a government colony in Vasant Vihar, Delhi — the child of a civil servant, schooling at Kendriya Vidyalaya (KV), and a household where resourcefulness was not a philosophy but a daily practice.

Limited means, he would later say, teach you something that abundance rarely can: that when resources are finite, intention becomes your most powerful tool.

From K.V Sector – 8 R K Puram to B.Com at Aurobindo College, Delhi University — his foundation was built quietly, deliberately. An MBA from IMT Ghaziabad and Standford Seed Alumni.

> "There has to be some strictness and boundation — because that is what brings the best out of you."

The middle-class upbringing didn't constrain him. It equipped him.

### THE ORIGIN

**Born:** Delhi, India

**Education:** B.Com, Aurobindo College, Delhi University

**MBA:** IMT Ghaziabad

**Foundation:** Government colony, Kendriya Vidyalaya

# HE KNEW BEFORE ANYONE ELSE

The year was early 2000s. The internet was arriving in India — disruptive, uncertain, widely dismissed as a passing phase.

Abhinav Kaushal walked straight towards it.

His first role was at a dot-com spearheaded by Puneet Dalmia — a young, fearless team operating five-day weeks, open culture, and a delivery-first mindset that felt unlike anything corporate India had seen. It was one of the first companies to be acquired by Monster Worldwide in India. A success story from the very beginning.

When the acquisition brought its natural transition, Abhinav moved to HDFC Bank — entering a regulated, structured world deliberately different from where he had come from. He planned to stay a year. He stayed six.

### The Dot-Com Era

First mover in India's internet revolution

### Monster Acquisition

Early success story in tech M&A

### Banking Discipline

Six years at HDFC Bank

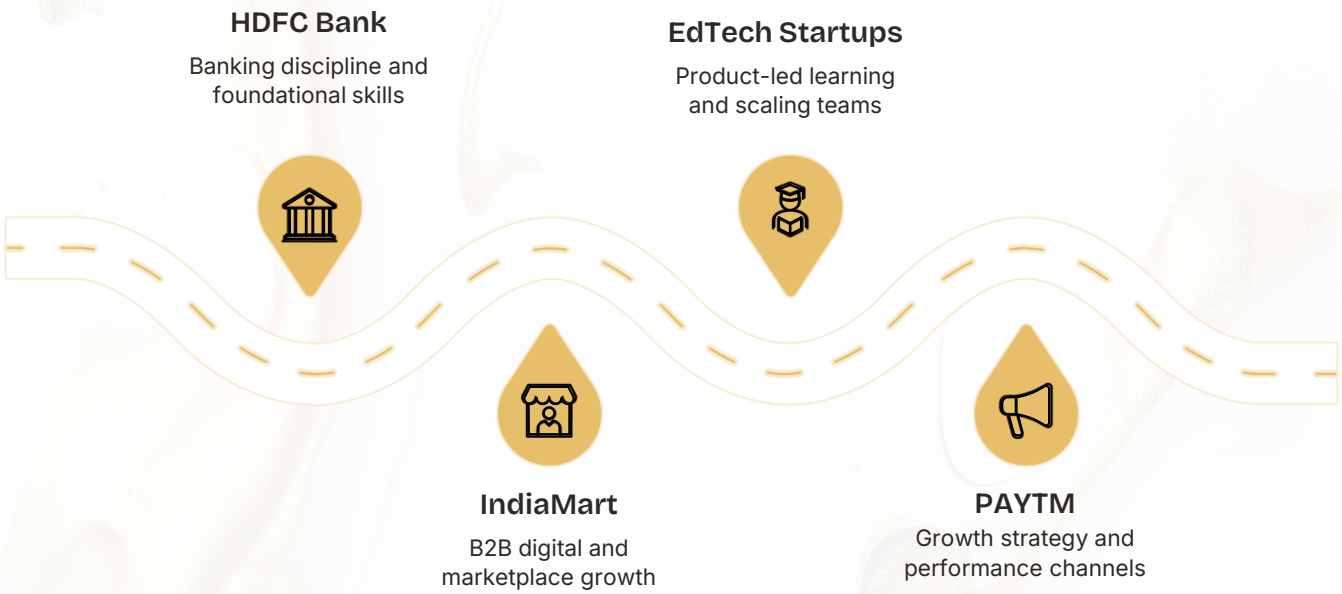
The bank promoted him. Gave him ESOPs. And in watching colleagues transform — those who arrived by cycle leaving on motorcycles, those in small cars moving to larger ones — he understood, with crystalline clarity, the compounding power of equity and patience.

Six years of banking gave him something rare: the discipline of a regulated mind, and the network of a corporate relationship builder. He would need both for what came next.

# ALWAYS LOOKING FIVE YEARS AHEAD

From HDFC Bank to IndiaMart, heading a major zone. From IndiaMart to the world of funded startups — EdTech, digital marketing, growth at scale. From Bangalore to Noida to the national stage.

Each move looked different on the surface. Underneath, the same instinct was driving every decision: *where is the world going, and am I positioned to help build it?*




At every inflection point — the rise of Flipkart and Snapdeal, the digitization of marketing, the emergence of machine learning in education — Abhinav was already there, re-skilling before the industry demanded it, pivoting before the market forced it.

He joined Paytm in 2018, leading Mobile Marketing and Advertisement at one of India's most iconic growth machines. For six years, he operated at scale, understanding how technology platforms grow, how digital ecosystems compound, and how growth strategy works at the highest level.

But something was building inside him — a vision for a problem much larger than any single company.

> "I always wanted to get into entrepreneurship. Banking taught me to understand your risk very well. So I took the time to be sure before I jumped."

He was sure by 2024.

# ZERO TO ONE. CARBON IN BETWEEN.

The name Zero Carbon One carries a hidden elegance: zero and one — the binary language of technology. Carbon — the molecule at the center of the planet's most urgent challenge. Together, a declaration of what the company stands for: using the precision of technology to solve the complexity of climate.

Abhinav founded Zero Carbon One in May 2024, after years of observing a market divided against itself. On one side: legacy consultants who understood regulation but not technology. On the other: technology companies building tools without understanding the depth of compliance.

Neither was solving the problem completely.

> "It's a consultancy along with a technological marriage — that is what was missing. And since I had been a banker and a technology person at the same time, I understood this gap better than most."

Zero Carbon One was built to bridge both worlds — an integrated platform spanning data capture, GHG auditing, ESG reporting, decarbonization strategy, and eventually carbon capture, utilization, and storage. Not a point solution. An entire ecosystem, built to grow with each enterprise as their climate maturity deepens.

Offices in Noida, New Delhi, and the United States. Clients in hard-to-abate sectors — cement, steel — industries that aren't doing this voluntarily. Industries that know the regulation is coming, and are choosing to be ready.

# THE TECHNOLOGY BEHIND THE MISSION

## Where Deep Tech Meets Climate Urgency

Most sustainability platforms were built for yesterday's problem — manual data entry, annual reports, consultants with checklists. Zero Carbon One was built for what's coming next.

Founded in 2024 and already featured at **NASSCOM Deep Tech** and **London Tech Week**, Zero Carbon One is India's first integrated climate deep tech platform — one that doesn't just measure what enterprises emit, but actively helps them stop.

**Ex-Paytm and HDFC Banker Launches Zero Carbon One at London Tech Week, Pioneering Climate Tech**

*Ex-Paytm and HDFC Banker Launches Zero Carbon One at London Tech Week, Pioneering Climate Tech*

# The Architecture

The architecture is built on five layers that work as one:

### IoT & Real-Time Data Capture

Emissions measured at source. Every machine. Every process. Continuously. No manual inputs. No approximations. Just verified data, flowing in real time.

### Agentic AI Engine

Not a chatbot. Not a dashboard. A working intelligence layer that drafts ESG narratives, calculates metrics, identifies compliance gaps, and recommends improvements — automatically, across GRI, BRSR, TCFD, IFRS S1/S2, CDP, EcoVadis, and GRESB.

### Automation & Workflow Engine

What used to require entire compliance teams now runs on its own. End-to-end workflows for ESG, emissions, and supply chain — with audit-ready outputs at every step.

### Blockchain / Tokenisation

Every carbon credit verified. Every transaction immutable. The manipulation that collapsed the last generation of carbon markets — eliminated by design.

### Digital Twin & Climate Modeling

Enterprises don't just see where they are. They see where they're going — and model the decarbonisation scenarios that get them to net zero before the regulation arrives.

> *This is not compliance software. This is climate infrastructure.*

# THE PLATFORM IN PRACTICE

## One Platform. Every Dimension of Climate.

Zero Carbon One operates across three integrated verticals — each solving a distinct enterprise need, all connected under a single unified dashboard.

### GHG Accounting & ESG Reporting

End-to-end Scope 1, 2, and 3 emissions tracking — with IoT data capture, built-in validation, and year-on-year reduction analytics.

Reporting frameworks covered include GRI, BRSR, TCFD, ISSB (IFRS S1/S2), CDP, EcoVadis, and GRESB.

**Fully automated. Audit-ready. Always.**

### Supply Chain Decarbonisation & CBAM

Complete supply chain mapping with real-time dashboards, AI-driven hotspot identification, and automated CBAM compliance for enterprises exporting to Europe.

Because decarbonisation doesn't stop at your factory gate.

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### Carbon Credit Projects & Climate Strategy

From Verra and Gold Standard carbon credit projects to financed emissions tracking under PCAF — Zero Carbon One helps enterprises generate, verify, and trade carbon credits on a foundation that cannot be gamed.

# The Clients. The Mission. The Equation.

**The clients choosing Zero Carbon One are not doing it voluntarily.** They are in cement. Steel. Construction. Hard-to-abate sectors where the regulation is real, the risk is real, and the window to get ahead of it is closing.

They are choosing Zero Carbon One because it is the only platform that combines the depth of a consultancy with the precision of technology — GHG auditing, ESG reporting, decarbonisation strategy, and carbon capture, all in one place.

**3**

### Global Offices

New Delhi, Noida, and the United States

**4**

### Regions Served

India, Northern Europe, Latin America, and the United States

**1**

### Mission

Make giving back to the planet as measurable as the taking has been

*"Zero Carbon One. Binary for technology. Carbon for the mission. Together — the only equation that matters."*

— **Abhinav Kaushal, Founder & CEO**

# A TRILLION DOLLAR WAVE. INDIA AT ITS CENTER.

| 17% | $1B | ₹20K Cr |
|---|---|---|
| **CAGR Growth** | **Compliance Costs** | **India Budget** |
| Global climate tech industry annual growth rate | Large enterprises spending globally per year | Allocated toward carbon capture initiatives |

The global climate tech industry is growing at 17% CAGR. Large enterprises globally are spending close to $1 billion in compliance costs — a number multiplying every year as regulatory frameworks tighten.

Europe is holding the fort. India is accelerating. The Indian government has allocated ₹20,000 crore toward carbon capture in its latest budget — a signal, Abhinav reads, of how seriously the problem has landed on policymakers' tables.

India's Carbon Credit Trading Scheme (CCTS), Carbon Capture Utilization and Storage (CCUS) mandates, and the EU's Carbon Border Adjustment Mechanism (CBAM) are not distant frameworks. They are arriving now — and every business that exports to Europe, or operates in regulated sectors, needs to be ready.

> "If done properly, India would lead the climate space. We would be calling other countries third world in terms of how we capture and utilize our energy."

The deeper urgency is climate risk itself. Air pollution as a silent pandemic. Temperatures in northern India projected to make midday hours unworkable within decades. The physical risk to productivity, infrastructure, and human health is real — and measurable. Zero Carbon One's climate modeling tools are already quantifying it for enterprises, sector by sector.

The opportunity, Abhinav believes, is not just commercial. It is civilizational.

# BLOCKCHAIN, AI, AND THE END OF MANIPULATION

The carbon credit market of the last decade was built on trust — and trust, without verification, breaks. Oversupply flooded the market. Prices collapsed from $30-40 per credit to barely $1-2. Real decarbonization was replaced by paper transactions.

Abhinav's vision for the next generation of carbon markets is built on a different foundation: zero manipulation.

Imagine a factory floor where every machine is sensor-enabled. Every emission is measured in real time. That data flows automatically — via IoT, through software built on blockchain — directly to the exchange. No consultant manually inputting numbers. No inspector visiting with a checklist. No ambiguity, no negotiation, no error.

> "It's like the traffic camera on a signal. You don't need the police officer there. If you jump it, the challan arrives. The same thing is coming to manufacturing in the next five to ten years."

Inside Zero Carbon One, AI is not a feature — it is the foundation. Sector-specific Small Language Models trained on material chemistry, process flows, and regulatory frameworks. Agentic AI tools automating what used to require entire compliance teams. The same rigour applied internally: every agent, every workflow, built in-house.

The vision: a future where decarbonization is not a reporting exercise but a real-time, sensor-verified, blockchain-anchored truth.

# COMMITTED. FLEXIBLE. ALWAYS MOVING.

Twenty-five years across industries — banking, internet, EdTech, growth marketing, climate tech — could produce rigidity. In Abhinav Kaushal, it produced the opposite.

His leadership philosophy rests on three principles that seem simple and prove profound.

### Perseverance

Not the motivational-poster version — the real kind. The kind that stays committed even when the market says wait, the fundraise is slow, the enterprise sales cycle is long.

### Willingness to Pivot

The greatest founders hold their destination loosely enough to change direction when the industry demands it. Not every product you fall in love with is the one the market wants.

### Doing

For a twenty-year-old without the weight of experience, the best teacher is not a mentor or a framework. It is action. Failure teaches faster than any classroom.

The first is perseverance. Not the motivational-poster version — the real kind. The kind that stays committed even when the market says wait, the fundraise is slow, the enterprise sales cycle is long.

The second is the willingness to pivot. The greatest founders, he believes, hold their destination loosely enough to change direction when the industry demands it. Not every product you fall in love with is the one the market wants. The ability to let go — and build again — is the skill that separates those who scale from those who stall.

The third is doing. For a twenty-year-old without the weight of experience, the best teacher is not a mentor or a framework. It is action. Failure teaches faster than any classroom. The path to success is paved with experiments that didn't work — and the resilience to treat each one as data, not defeat.

> "Just do it. You might fail. That will teach you much more than anything else."

# GIVING BACK TO THE PLANET

There is a story Abhinav tells — a monk, a jeep, a river, and a can of water.

The monk's jeep runs out of fuel. He asks his companion to fetch water from a passing river. The jeep, impossibly, runs on it. And when they reach a fuel station, the monk asks his companion to return the water to the river — because what you take from nature, you must give back.

This is not just the founding metaphor of Zero Carbon One. It is Abhinav's personal creed.

### Beyond Business

**Angel Investor**

**Startup Mentor**

**Technology Student**

**Climate Advocate**

Beyond strategy and technology, his purpose in 2026 is elemental: to restore what extraction has taken. To build systems that make giving back as scalable and measurable as the taking has been. To prove that business and ecology are not adversaries — they are, when technology is used wisely, natural partners.

He is an angel investor. A mentor to startups. A student — still — of every new technology that emerges.

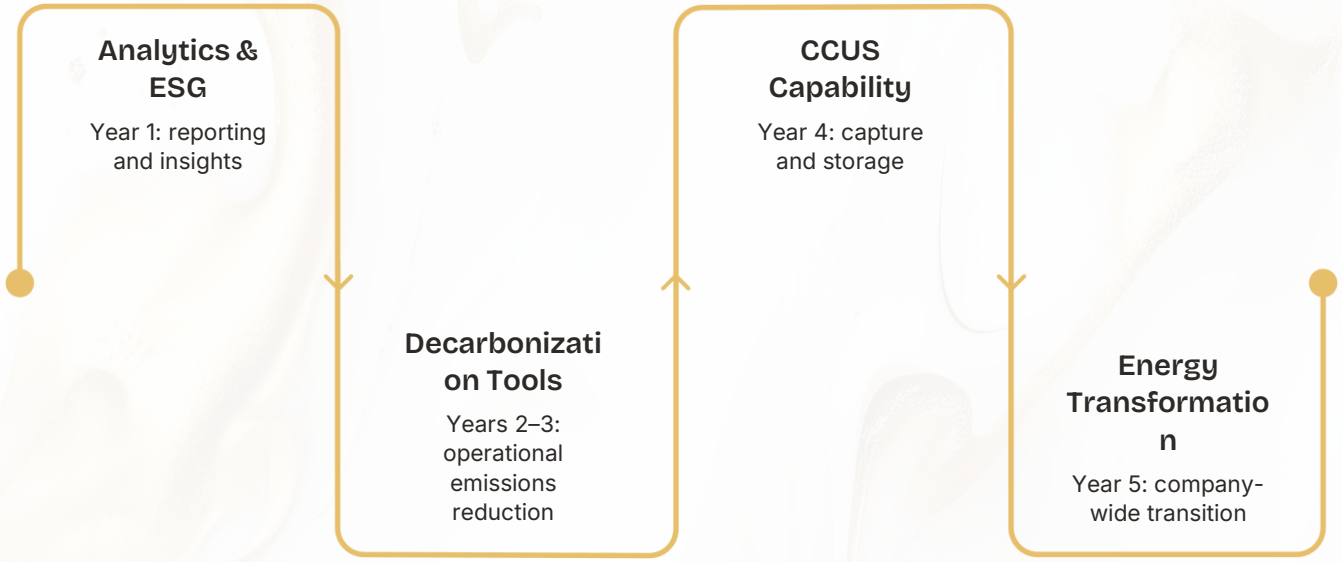
And somewhere beneath all of it, a boy from a government colony in RK Puram who learned early that finite resources sharpen intention.

That lesson never left him.

# FROM DATA TO ENERGY. FROM COMPLIANCE TO CIVILIZATION.

Zero Carbon One began as a platform. It is becoming a force.

The roadmap is clear: from analytics and ESG reporting, to real decarbonization tools, to a full CCUS capability — Carbon Capture, Utilization and Storage. In five years, Abhinav sees Zero Carbon One not as a technology company, but as an energy company. One that doesn't just measure what the planet is losing, but actively helps return what has been taken.




Markets in India, Northern Europe, Latin America, and the United States are already engaged. The enterprise clients — in cement, steel, and the hardest industries to transform — are not doing this because someone asked nicely. They are doing it because the regulation is real, the risk is real, and the leaders inside these companies are choosing to be ahead of it.

> "Zero Carbon One. Binary for technology. Carbon for the mission. Together — the only equation that matters."

The planet is not a resource to be depleted. It is a balance sheet to be stewarded.

Abhinav Kaushal has spent 25 years learning how balance sheets work. Now, he is building one for the Earth.

# HIGHLIGHTS

Dr. L P SINGH

STANFORD

nasscom
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technology
confluence 2025
PROGRESS
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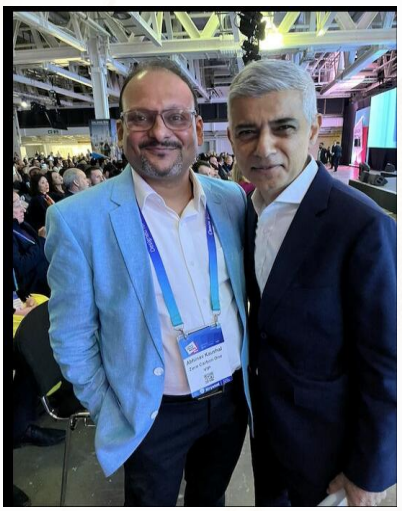

# HIGHLIGHTS

THE TIMES GROUP
ET NOW
Global Business Summit
Google
J.P.Morgan
TEACHER'S
INSIGHTS
prosus
FedEx
NDN

Welcome to Uber
New York, New York

salesforce

BANK OF AMERICA

# ZERO CARBON ONE

## Binary for technology. Carbon for the mission.

The only equation that matters.

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